

Message Text

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PAGE 01 STATE 065585

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USTS/ED: W. AREY

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FM SECSTATE WASHDC

TO AMEMBASSY OSLO

UNCLAS STATE 065585

E.O. 11652: N/A

TAGS: BTRA, NO

SUBJECT: VISIT USA PROPOSAL FROM AMBASSADOR BYRNE

FOR THE AMBASSADOR

REF: OSLO 10006

. THANK YOU FOR REQUESTING USTS' CONSIDERATION TO PARTICIPATE ON THE OCCASION OF THE COMMEMORATION OF THE 150TH ANNIVERSARY OF ORGANIZED EMIGRATION TO THE U.S., IN A SPECIAL VISIT USA ADVERTISING PROJECT FOR THE PURPOSE OF PROMOTING NORWEGIAN TOURIST TRAVEL TO THE U.S.

2. UNFORTUNATELY, THE UNITED STATES TRAVEL SERVICE WHICH HAS THE STATUTORY AUTHORITY FOR PROMOTING TRAVEL TO THE U.S. MUST LIMIT ITS PROGRAM TO THOSE COUNTRY MARKETS OFFERING THE GREATEST POTENTIAL IN TERMS OF FOREIGN VISITOR ARRIVALS AND FOREIGN EXCHANGE EARNINGS. OUR RESOURCES ARE GOVERNED TOTALLY BY THIS POLICY. THIS IS TRUE FOR FISCAL YEAR 1976 AS WELL, DUE TO USTS BEING HELD TO LEVEL FUNDING. I WOULD LIKE TO ADVISE YOU THAT

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OUR EXPERIENCE HAS SHOWN THAT ONE-TIME ADVERTISING

PROJECTS DO NOT HAVE A STRONG RETURN ON INVESTMENT.
ADVERTISING IS MOST EFFECTIVE WHEN IT PROVIDES CONTINUED
IMPRESSIONS TO THE TARGET AUDIENCE.

3. WE APPRECIATE VERY MUCH YOUR INTEREST IN OUR PROGRAM
AND HOPE FOR YOUR CONTINUED SUPPORT OF USTS' TRAVEL
DEVELOPMENT OBJECTIVES IN THE FUTURE. MY FONDEST WISH
FOR A MOST SUCCESSFUL COMMEMORATION. KISSINGER

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